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# Search Engine Optimize Your Web Site with FLUiD CMS

Search Engine Optimization (SEO) is important because over 85% of Web surfers use search engines to get what they need. And when your Web site is ranked well it means you are reaching potential customers at their most receptive. FLUiD CMS was designed to take care of most of the critical elements of SEO—the user simply adds keywords.

## Three Critical Elements for Search Engine Optimization

To achieve a high ranking on a search engine results page your Web site has to combine the following three elements,

1. Text Elements—proper keywords placed in HTML tags
2. Structural Elements—well-formed code and a good linking strategy
3. Popularity Element—the amount and quality of traffic that goes to your site

### Text Elements *Use the right keywords and position them properly*

#### FLUiD CMS Makes it Easy to Add Fresh Content to your Site

Since search engines favour sites with content that is recent and relevant to your keywords, FLUiD CMS uses a simple “edit, save, publish” process so that even non-technical users can easily add content to your site.

#### FLUiD CMS Allows Users to Control their Meta Information

Identify your optimal keywords using Wordtracker ([www.wordtracker.com](http://www.wordtracker.com)), or Google’s Adwords ([www.adwords.google.com](http://www.adwords.google.com)), and then insert them into the Meta title and Meta description fields, as well as making sure that your content has lots of keywords. The user also has full control over Meta information such as headings, titles, and Alt tags for images. Every time you add a new page to your Web site the FLUiD CMS system prompts you for this Meta data, or you can enter it once and have every page in your site coded with it.

### Structural Elements *Help the search engines find your site and crawl through it easily*

#### FLUiD CMS Helps You Develop a Good Linking Strategy

It is important to develop a linking strategy that makes good quality links from external sites to your site, and lots of internal links. FLUiD CMS features a built-in Site Map to optimize internal linking, and automatic archiving to encourage the creation of internal links to old keyword-rich documents. Most importantly, the archives are stored in files rather than in a database so their content is accessible to the search engines.

#### FLUiD CMS Maintains your Links

When you move or delete pages the links are automatically updated by FLUiD CMS. This ensures that there are no dead-ends or orphaned web pages, which are undesirable to search engines.



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## *SEO with FLUID CMS 4.5...continued*

### **FLUID CMS Generates Standards-compliant HTML Code**

The HTML code underlying a Web page generated by FLUID CMS is validated according to the World Wide Web Consortium standards, and is therefore totally search engine friendly.

### **FLUID CMS Creates Google-friendly and User-friendly Web Addresses**

FLUID CMS is not database-dependent because databases generally produce complicated Web addresses that are unsuitable both for search engines and users. Web addresses generated by the FLUID CMS system do not contain symbols, characters, or ID numbers, but instead are composed of your File and Folder names.

## **Popularity Elements** *Develop the quantity and quality of links to your site*

### **FLUID CMS is Designed According to Current Accessibility Standards**

Drive visitors to your site by posting in newsgroups, blogs, and other large public online forums that are seen by the search engines as high quality inbound links. And make sure that when visitors arrive at your site that they can access the information. Your site should not be restrictive to search engine crawlers, or to users who experience Web content with the aid of electronic readers or other devices. FLUID CMS is therefore designed according to the Accessibility standards of Section 508 of the U.S. Federal Rehabilitation Act, and according to Priorities One and Two of the WCAG World Wide Web Consortium Priority 2.

### **FLUID CMS has a 'Printer Ready' Feature**

This makes it easy to create a link to a text-only website that is equally accessible to users with disabilities and to the search engine crawlers.